

## CUSTOMER COMMUNICATIONS

Enough customers have become aware of these value factors to send K mart sales soaring toward the \$2 billion mark.

K mart growth is one of the outstanding successes in modern merchandising history. A sufficient foundation has been laid, we believe, so that this rate of growth can be accelerated in 1969 and during the 1970's by means of customer communications.

You have already made an experimental start in this area with two issues of the K marter. We believe that, in time, many other channels of customer communication may be opened, but that the K marter offers a sound starting point.